

ABSTRACT OF THE DISCLOSURE:

A response to an advertisement driven stimulus is effected by locating a portable device at a terrestrial position at a point in time; identifying a fixed point advertisement in proximity to the portable device based upon the device's terrestrial position; and providing a response specific to the fixed point advertisement. The point in time is determined by activation of a switch associated with the portable device, whereafter the device is located by receiving a navigational signal. Communication is automatically established with a central data server where the fixed point advertisement is identified by comparing the terrestrial position of the portable device with a plurality of tabulated positions of fixed point advertisements. A unique identifier within the portable device and the position of the portable device are utilized by the data server to tailor a specific response to the advertisement based stimulus.

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